

Value Negotiation

How to negotiate robust, high value agreements on a regular basis

Concept

'Value Negotiation' is the most rewarding way to deal with the challenges faced by negotiators in the 21st century. The process enhances working relationships and consistently delivers robust, high value agreements. These are increasingly important in a world of globalisation, lean organisations, tight quality control, just in time operations, strategic partnerships and coalitions.

Negotiating involves people, with all their idiosyncrasies, emotions and occasional bad behaviour. The most profitable and enduring agreements are built through good communication and sound relationships, using an approach that is both firm and fair. Traditional bargaining, based on power, often fails to achieve either strong commitment or maximum value. Value Negotiation regularly delivers both.

Overall aim

Delegates will improve their ability to realise high value repeatedly through sound negotiating.

Objectives

By the end of the programme participants will

- Understand the dynamics of negotiations and the meaning of success
- Know how to build an effective foundation for success
- Understand and start to use a robust process that will maximise their ability to realise value
- Know how to make the best decisions and maximise commitment to an agreement
- Understand the main obstacles to successful negotiation and how to overcome them
- Have their own plan to implement new learning in their own negotiations
- Have a workable plan to continue improving their own performance as a negotiator

Methods

The programme has been designed to accommodate all the major learning styles and includes a high level of delegate participation. Learning will stem from a combination of:

- Case analysis and group discussion
- Reflecting on personal experience
- Participating in simulated negotiations
- Observing other people negotiating
- Lecture input
- Reading short articles
- Considering how the insights and skills could be applied in their own negotiations
- Ongoing practice and coached review of personal performance in live negotiations

Target audience

The programme is suitable for anyone needing to reach important agreements with people who have a different initial standpoint. It will be especially valuable for people whose roles regularly involve them in negotiations, such as: sales, procurement and commercial executives; operational, process and resource managers; senior executives, relationship managers and key decision makers.